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NEW YORK, CITY, U. S. A.

# TRUTH ABOUT YOUTH

## LORETTA YOUNG DAVID MANNERS CONWAY TEARLE

### SYNOPSIS

The Trinity, a trio of adventurers, made up of Dick, Waddles and the Soldier, is awaiting the arrival of The Imp from college. The Imp is engaged to Phyllis Ericson, daughter of Dick's housekeeper. Nevertheless, he falls violently in love with Kara, a night club entertainer, and has asked her to marry him, but Kara is enamored of Jim Green, a gambler, who has recently won his money.

While cleaning the house the next day, Phyllis' mother finds a note containing the most compromising terms, signed "Dick," which also happens to be The Imp's real name. She shows it to Phyllis, who decides to give it to Dick, the elder, with whom she is, and always has been, madly in love. Because he cannot bear to have The Imp and Phyllis separated, Dick claims the note as his and to prove it, resolves to offer Kara \$5,000 to stimulate being in love with him. But he does not know that The Imp had married Kara the day before, and that, upon learning his true financial condition, she threw him out of her apartment.

Dick goes to the night club and begins his new role. The Imp sees him and a fight ensues which winds up in Kara's dressing room. There Dick learns the truth and also that Jim Green, the gambler, has won sufficient money to claim Kara again. They tell him they are leaving for Paris. Kara returns the \$5,000 and all parties agree to a divorce in six months.

Upon his return home, The Imp immediately goes to Phyllis and tells her of his escapade, asking to be released from his promise as he wants to go West and start anew.

This leaves Phyllis free to declare her love for Dick, who has always been in love with her but dared not think his suit would be successful.

### On Way To Stardom

David Manners, who got his big chance in talking pictures as the young hero of "Journey's End," has another important role in "The Truth About Youth," a First National and Vitaphone picture that will be the Theatre's next attraction.

This young man has taken long strides to stardom with his recent screen efforts and the wise men of the movies are predicting great things for him in the very near future.

Loretta Young, Conway Tearle and Myrna Loy are in "The Truth About Youth" which was directed by William A. Seiter.

### Youthful Stars In Youthful Story



Loretta Young and David Manners, two of the youngest stars of the screen, team for the first time in "Truth About Youth," a First National and Vitaphone Picture now at the Theatre. Considering their age and the title of the picture, they have undoubtedly been wisely cast.

Cut No. 12 Cut 30c Mat 10c

### SUMMARY

The title tells the story. Here is the real truth about youth. A sensational theme that lends to a sensational campaign. Vivid and tempestuous as youth itself, it is a picture everybody will go for big.

### NEW PICTURE BRINGS ANSWER TO AN AGE-OLD PROBLEM "THE TRUTH ABOUT YOUTH"

Loretta Young, David Manners and Conway Tearle Appear in Leading Roles

(Prepared by ...)

What is the truth about youth? If you'd really like to know, you might drop into the Theatre some time this week and see the new First National picture that is playing there. What's its title? Why, just what we were talking about—"The Truth About Youth."

Now the present writer, as a good sport, is not going to be so unfair as to reveal in this newspaper what that truth is, according to the picture. The thing for you to do, as a student of the problem, is to see the picture for yourself; and you can count on not only having your question answered, but also spending an hour and a quarter, or thereabout, of perfect enjoyment. For "The Truth About Youth" is one of the most absolutely delightful screen offerings that have come to this town in many a weary moon.

Loretta Young has the leading feminine role. If you know your movies you know all that that implies. One of the most beautiful young women on the screen (she's only seventeen) and a capable emotional actress to boot. In a little more than a year Loretta Young has risen from obscurity to stardom; and, in our humble judgment, her career has only begun. She gets better and better with every picture, and in "The Truth About Youth" she gives a performance that achieves—well, it's one hundred percent. You see, Loretta is young herself; and she throws intelligence and comprehension into her role; and the result is simply great.

David Manners plays opposite her

—the fine-looking young chap who made such a wonderful sensation in "Journey's End." If you haven't made his acquaintance you really owe it to yourself to do so at once, and this new picture provides an enviable opportunity. He has a way with him!

And then there's Conway Tearle. Of all the actors in pictures, none is more competent, none more polished and masterly in the portrayal of the roles assigned to him. His scenes with Myrna Loy—the beautiful, the exotic Myrna Loy, queen of modern vampires—are a joy to behold, and to listen to. These are a few of the headliners in a cast that was selected with rare discernment, and directed by William A. Seiter in his best manner.

And the truth about youth? Well, this much can be revealed: The picture, adapted and modernized from that famous comedy by H. V. Esmond, "When We Were Twenty-One," tells about a young engaged couple and a middle-aged man, the guardian of the boy in the case. And there's a night club dancer, who of course is Myrna Loy. The boy (David Manners) loses his head over her. His fiancée (Loretta Young) finds out about it. The guardian (Conway Tearle) tries to straighten things out. And the whole story brings out with freshness and sustained interest the way in which young people do things—the way we did things, reader, "when we were twenty-one."

Also it shows the contrasting ways and viewpoint of middle life; and the outcome of it all—But that would be telling.

"The Truth About Youth" is charming. It is acted with marvelous finesse and distinction, so that a spell is cast over the audience—a spell that one hates to have broken when the picture comes to an end. You simply mustn't miss it.

### THE CAST

Phyllis Ericson	Loretta Young
Richard Daine, The Imp	David Manners
Richard Carrawe	Conway Tearle
Col. Graham	J. Farrell MacDonald
Horace Palmer	Harry Stubbs
Mrs. Ericson	Myrtle Stedman
Kara, the Firefly	Myrna Loy
Hal	Ray Hallor
Cherry	Dorothy Matthew
Bah	Yola D'Avril



# Loretta Young Is A Star That Shines With The Biggest Drawing Cards In The Business

## "THE TRUTH ABOUT YOUTH" COMES TO LOCAL SCREEN WITH LORETTA YOUNG IN A CHARMING ROLE

David Manners and Conway Tearle Also Score in Delightful Comedy Picture Which Wins New Laurels for All

(Prepared Review)

A perfectly delightful comedy picture is showing this week at the Theatre. It is called "The Truth About Youth," it bears the First National and Vitaphone label, and the cast is headed by Loretta Young, David Manners and Conway Tearle. But that's not all: Myrna Loy is in hand too, that irresistible siren of the screen, and such sterling players as J. Farrell MacDonald, Harry Stubbs, Myrtle Stedman, Ray Hallor, Dorothy Matthews and Yola D'Avril all contribute to an hour and a quarter of perfect pleasure.



Loretta Young, David Manners, Myrna Loy in "The Truth About Youth," at the Theatre.  
Cut No. 9 Cut 30c Mat 10c

For "The Truth About Youth" has charm. More, it has beauty, and the wistful fragrance of the springtime of life. It is modern in the best sense—which makes the fact all the more interesting that this fast-moving, enthralling screen romance used to be H. V. Esmond's internationally famous stage play, "When We Were Twenty-One."

Maxine Elliott and Nat Goodwin appeared in the original play, which will be well remembered by many middle-aged theatregoers. These old-timers, however, need have no fear of suffering shattered illusions if they visit the Theatre while "The Truth About Youth" is showing there. For the picture is worthy of the play—and more. It gives the lovely old story a new setting and a 1930 pace. But the old charm has been retained, and none of the glamor abiding in even the most sentimental memory will be lost after seeing Loretta Young in the role that Maxine Elliott used to play.

For this exquisite girl, who at seventeen years old has become one of the most popular stars of the silver screen, gives a performance in "The Truth About Youth" that needs fear no comparison whatever. She is a beauty—yes; the great American public recognized that fact with enthusiasm when it first caught sight of her. But she has become, within the brief period of a year and a half, a competent and finished young actress as well. She plays her part with intelligence and genuine feeling. This, as a matter of fact, may be said of the entire cast.

Equally noteworthy with Miss Young's performance is that of young David Manners as the boy who is engaged to her but whose heart strays after a night club dancer. (That dancer, you surely don't need to be told, is Myrna Loy—and what a vamp she is!) And Conway Tearle, that seasoned, polished actor who always knows just what to do and does it in the most flawless manner, is all that we have learned to expect him to be.

"The Truth About Youth" is well acted, well staged and well directed. William A. Seiter was in charge of

## Stage-Struck Once, He Now Prefers the Screen

David Manners of "Truth About Youth" Has Tried Both

(Advance Reader)

David Manners is one stage-struck youth who was cured of theatrical ambition by attaining the estate to which he aspired. Now that he can choose between stage and screen, he prefers the latter.

He is one of the principals in "The Truth About Youth," the First National and Vitaphone picture which comes to the Theatre. Not long ago he cherished a burning desire to be an actor on the stage. Experience gained in the Toronto Little Theatre while he was enrolled in the University of Toronto convinced him that acting was his metier.

He secured a part in "Dancing Mothers" at the Maxine Elliott Theatre in New York City. At the conclusion of the play's run his histrionic yearnings were dampened but not entirely extinguished. He then worked in the productions of the Theatre Guild. By the time he had finished work with the Guild he thought he was entirely through with the theatre. He was tired of irregular hours and the monotony of playing a single role every day over a period of months.

He subsequently held a series of jobs which included a position with a fine arts firm of New York and London and acting as cowboy guide at a resort near Phoenix, Arizona. He was on his way to Honolulu to work for a sugar corporation when he stopped in Hollywood and took a screen test which was instrumental in securing a role in the picturization of "Journey's End." He is now under a five-year contract to First National Pictures, Inc., and has made "Sweet Mama," "The Truth About Youth" under the terms of his new agreement.

Manners likes working in films because he says it is the only branch of the theatre in which one can lead a normal, regular life. He appears in "The Truth About Youth" with a stellar cast which includes Loretta Young, Conway Tearle, J. Farrell MacDonald, Myrna Loy, Harry Stubbs, and Myrtle Steadman. William A. Seiter directed.

## MONROE

### How Can A Girl Tell—

when she gets the WRONG answer to a maiden's prayer?



"Flaming Youth" of the talkies

Cut No. 5  
Cut 20c  
Mat 5c

## The TRUTH ABOUT YOUTH

LORETTA YOUNG  
CONWAY TEARLE  
DAVID MANNERS

### ACCURACY FIRST

An example of the lengths to which the movies go in reproducing actual detail is the case of William Seiter, who had a Paris friend cable an exact description of Ciro's popular French night club, in order that the set designers of First National might better reproduce a similar scene in "The Truth About Youth," featuring Loretta Young and David Manners, coming to the Theatre beginning

## Opportunity Knocks No More, Rings Up On Phone Now!

(Current Reader)

Loretta Young, winsome star of "The Truth About Youth," the First National production now at the Theatre, owes her start in a brilliantly successful picture career to a bit of whimsy which Mervyn LeRoy indulged in over the telephone.

It seems Loretta's sister, Polly Ann, had finished a role in a Colleen Moore film and had gone for a vacation to Salt Lake City, under the impression the picture was quite through. Director LeRoy, however, bethought himself how nice it would be if he had a certain shot retaken, and, so thinking, he called up the Young home to request Polly Ann's appearance the next day at the studio.

Her brother answered the phone and told Director LeRoy the sad news of Polly Ann's absence, but added that his sister Gretchen (which is Loretta's real name) was around the house and would drop in if he wished it.

Now LeRoy had no particular reason to ask Loretta to come to the studio. But he had a hunch and said, "Send her along, and tell your mother to wait up for a call, too."

Out of that simple assignment Loretta Young made her presence around the studio so important that today, at the age of seventeen, she is one of the leaders among the leading ladies of the screen.

### A FAMOUS PLAY

The life of the average play has been estimated at from one to five years and it is very seldom indeed that one sees a stage play still successful thirty years after its creation. And yet "When We Were Twenty-One," or as it is called on the screen, "The Truth About Youth," was originally produced in New York just that length of time ago. The Maxine Elliott role is portrayed by Loretta Young, supported by David Manners, Conway Tearle, Myrna Loy and others. It is now at the Theatre. "The Truth About Youth" is a First National and Vitaphone production. The story has been modernized.

IT DARES TO TELL ALL

# THE TRUTH ABOUT YOUTH

HOW FAR should a girl go to hold a man against the wiles of a sex-flashing cutie? If a girl "steps out" she's immoral—if she doesn't she's a wall flower. What's the answer?

WITH LORETTA YOUNG  
DAVID MANNERS  
CONWAY TEARLE  
MYRNA LOY

Cut No. 23  
Cut 80c  
Mat 20c

TODAY 35¢ UNTIL 2 P.M.

## PALACE THEATRE

BROADWAY & 47TH ST.

CONTINUOUS PERFORMANCE POPULAR PRICES

A FIRST NATIONAL AND VITAPHONE PICTURE



# In "Truth About Youth" David Manners Tops His Sensational "Journey's End" Role!

## Loretta Young Has "Grown Up To Her Eyes"

### The Rise to Fame of the Newest Screen Beauty

(Advance Reader)

"A pair of big, wistful eyes and a fragile body that seemed inadequate to house them," is the way Colleen Moore once described Loretta Young.

Now the slim little beginner of yesterday has grown up and rounded out into the beautiful star of today. Loretta has grown until she matches her eyes!

Physical growth and fame have come since the talkie. "The Squall" gave her a prominent role, but it subordinated her in importance to the feminine part played by Myrna Loy. That was Loretta's first talking picture.

"The Careless Age" gave her a typical leading lady's part, and the perfection of her work resulted in a powerful dramatic role for her in "Fast Life."

"The Truth About Youth" is Miss Young's latest, and it presents her in a decidedly remarkable characterization at the head of a cast containing such favorites as David Manners, of "Journey's End" and stage fame, and the veteran Conway Tearle.

The Loretta Young of this picture which was adapted from H. V. Esmond's play "When We Were Twenty-One" by V. Harrison Orkow, is really a different girl from the one seen in her previous characterizations. She has added five pounds to her slender figure, and according to Director William A. Seiter, she has added beyond measure by yardstick or scales to the poise and the confidence of her screen presence.

"I have talked to at least ten famous directors and stars who prophesy that Loretta Young will become the greatest actress on the screen, and I am of the same opinion," Seiter observes.

"Before I ever met Miss Young or saw her on the screen, such persons as Colleen Moore, Lon Chaney, Florence Vidor, Charles Murray and others of equal note mentioned her in terms of praise. Then I met her, and was surprised to find such a young, slim and apparently naive little girl.

"I only began to believe in her myself when I saw her act. The fact that she has made such remarkable progress before she developed into the beauty she has become and attained perspective and experience shows that the girl has that thing called genius."

Miss Young was Gretchen Young when, she played in silent pictures for a time as a child of six. Years later a call for her sister, Polly Ann Young, brought her one day to the set as a substitute, and she "clicked" immediately at the age of seventeen.

"Truth About Youth" is coming to the ..... Theatre .....

### TAKE A WIRE!

Director William A. Seiter, shares with Florenz Ziegfeld the distinction of being the most prolific telegram-writer in the world. For "Truth About Youth" alone, First National's new picture, starring Loretta Young and David Manners, current at the ..... Theatre, Seiter sent over 400 telegrams and three cables. The telegrams ranged from one asking B. Harrison Orkow, who wrote the script and who was in New York during the shooting, if certain changes would not improve the story, to another asking a friend in Chicago to send an original copy of the stage play "When We Were Twenty-One" that he had stored in a private vault. The cables were for verification of the plans of a night club that is a copy of the Ciro Playground in Paris.



How Can A Girl  
Tell When She  
Gets The Wrong  
Answer To A  
Maiden's Prayer?

With Lovely Loretta  
**YOUNG**  
DAVID MANNERS  
CONWAY TEARLE

Cut No. 28 Cut 80c Mat 20c

## Flaming Youth Having Its Fling--And What A Fling!

### THE OLD MASTER

It is interesting to note that of all the matinee idols of the screen of ten years ago only Conway Tearle remains. He flourished in the heyday of Eugene O'Brien, Tom Mix and Valentino. Now, while so few of his contemporaries remain in the spotlight, he fills leading role after leading role, his latest being in support of Loretta Young and David Manners in First National's "The Truth About Youth," coming to the ..... Theatre .....



with LORETTA  
**YOUNG**  
David Manners — Conway Tearle  
Cut No. 14 Cut 20c Mat 5c

### OFFICIAL BILLING

First National Pictures, Inc.

Present

## "THE TRUTH ABOUT YOUTH"

Based on "When We Were Twenty-One" by Henry Osmond

With

LORETTA YOUNG, CONWAY  
TEARLE and DAVID MANNERS

A William A. Seiter Production

A First National and Vitaphone Production

### A LONG LIST

Conway Tearle, featured with Loretta Young and David Manners in First National's "Truth About Youth," current at the ..... Theatre, keeps a list of the pictures he has played in since his debut in films. The list is typed, in single file, double spaced, on a continuous roll of paper. At present, with the inclusion of "The Truth About Youth," the roll measures exactly six feet three inches in length.



LORETTA YOUNG  
DAVID MANNERS  
CONWAY TEARLE  
A First National and Vitaphone Hit  
Cut No. 25 Cut 20c Mat 5c



# A Picture About Youth, With Youth, For Everybody That Loves Young Romance!

**WOULD YOU**

fight fire with fire to hold the love of a man who was wumped from you by another woman? Is his love worthy of yours, if he is weak enough to be stolen?

**TO NIGHT YOU WILL KNOW**

**THE TRUTH ABOUT YOUTH**

With Lovely **LORETTA YOUNG**

**STRAND**

MARKET STREET POPULAR PRICES

CONWAY TEARLE DAVID MANNERS MYRNA LOY

**A FIRST NATIONAL & VITAPHONE PICTURE**

Cut No. 13 Cut 40c Mat 10c

## THE REAL STUFF

"The Truth About Youth," the First National picture with Loretta Young and David Manners, now playing at the Theatre, young Manners is pictured at a night club table sipping a cocktail. Cocktails on movie sets are fake, of course. It may seem a beautiful amber fluid, and it is a beautiful amber fluid, but its alcoholic content wouldn't intoxicate an under sized gnat.

Alice White, one of the merriest souls in Hollywood, who came visiting from a neighborhood set, persuaded the studio doctor to let her have a tumbler of real brandy. This she poured in Manners' cocktail. Manners, being a young man with no drinking experience to boast of, and totally unprepared for the throat-scorching draught spoiled the entire sequence by sputtering the liquid all over the table.

Director William Seiter, who knew of the joke, began to berate Manners. "Hey, that's not how real stuff tastes! Can't you act, can't you make believe you're drinking real liquor? I guess you expect me to supply you with pre-war booze."

But by that time Manners had caught the eye of Alice White, and the joke was out.

## LORETTA YOUNG PLAYS MAXINE ELLIOTT ROLE

(Current Reader)

At the age of seventeen Loretta Young is playing the identical role that carried Maxine Elliott to the pinnacle of her popularity in the theatre. Miss Elliott played the role of Phyllis in "When We Were Twenty-One" for six years, in stock, on Broadway, and on the road. Loretta plays the same role in First National's screen version of the famous stage play, now known as "The Truth About Youth," and current at the Theatre. The picture features Loretta, David Manners, Conway Tearle and Myrna Loy. She played the Elliott role for only three weeks at the studio, but her interpretation is being shown everywhere.

In two months, it is estimated, more persons will see Loretta Young in Maxine Elliott's original role than the latter played to in the entire six years of her tramping over the country. And this does not take into estimation the audiences of foreign countries, which account for forty percent of the total attendance of the world's films.

Loretta Young is more popular now, the world over, at seventeen than Maxine Elliott ever was, owing—to be fair—to the difference in the dramatic media in which they were presented.

## DAVID MANNERS IS A COUSIN OF LOVELY LADY DIANA

(Current Reader)

David Manners is the second member of the famous Manners' family to achieve distinction in the theatre. His mother, Mrs. Lillian Manners Aeklom, is a first cousin of the lovely Lady Diana Manners, an outstanding figure of the English stage and films, and a direct descendant of the famous Dorothy Vernon of Haddon Hall.

Young Manners was christened Rauff Aeklom but assumed his mother's maiden name when he began his theatrical career as a member of the cast of "Dancing Mothers" at the Maxine Elliott Theatre in New York. He made his screen debut in "Journey's End." "Sweet Mama," starring Alice White, marked his first appearance under the terms of his present five-year contract with First National Pictures, Inc.

He is featured with Loretta Young and Conway Tearle in "Truth About Youth," the new First National and Vitaphone production now playing at the Theatre.

## WOMAN against WOMAN

One won a man with sincere love! One stole him with sex-appeal! Tells which kind of love is the stronger bond when youth is having its fling!

**THE TRUTH ABOUT YOUTH**

WITH LOVELY **LORETTA YOUNG**

**CONWAY TEARLE**

**DAVID MANNERS**

**MYRNA LOY**

Cut No. 26  
Cut 40c  
Mat 10c

**PALACE THEATRE**

**A First National & Vitaphone Picture**

## LORETTA YOUNG WAS ONCE A WAMPAS BABY STAR

(Current Reader)

Loretta Young, who plays the lead in "The Truth About Youth," now at the Theatre, is one of the most famous and successful of all the Wampas Baby stars.

She was chosen as one of the thirteen girls whom this organization of publicity men selects each year as having the brightest possibilities of reaching stardom. She was one of the 1929 group, and has already fulfilled all that was expected of her by the canny press agents.

Other famous Wampas Baby stars who have risen to fame include Colleen Moore, Dolores Del Rio, Mary Brian, Betty Bronson, Clara Bow, Dolores Costello, and many others.

"The Truth About Youth" features Miss Young, David Manners and Conway Tearle, and was directed for First National by William A. Seiter.

## At The Strand



Loretta Young and Conway Tearle in a scene from "The Truth About Youth"

Cut No. 21 Cut 15c Mat 5c

## Youth Will Be Served

"The Truth About Youth" is the title of the First National picture which will come to the Theatre beginning next and in order to prove its message that youth will be served, First National Pictures has wisely cast Loretta Young in the leading role.

Miss Young is still in her teens but is one of Hollywood's brightest stars. Many important roles has come her way lately, her greatest one being opposite Otis Skinner in "Kismet." David Manners, another young star, Conway Tearle, Myrna Loy and J. Farrell MacDonald complete the cast.

## The Real Truth

Manager of the Theatre informs us that "The Truth About Youth," the next attraction at his theatre, gives the real truth about our modern maidens with Loretta Young as the central character and David Manners, Myrna Loy and Ray Hallor as the youthful interpreters of modernism.

This First National and Vitaphone picture appears to have the proper kind of players as far as casting is concerned. The steady hand of age is seen with the inclusion of Conway Tearle, J. Farrell MacDonald and Myrtle Stedman in important roles. "The Truth About Youth" was directed by William A. Seiter.



# Directed By That B. O. Sharpshooter Bill Seiter Who Hasn't Failed To Click Yet!

## Biography of LORETTA YOUNG



Loretta Young in "The Truth About Youth"

Cut No. 19  
Cut 15c  
Mat 5c

She was born Gretchen Young in Salt Lake City, Utah; her name was changed to Loretta when a film career came. She is one of three lovely sisters, the others being Polly Ann Young and Sally Blaine, also in the movies. Polly is twenty-one, Sally is nineteen, and Loretta is seventeen years of age. A brother, Jack, was in pictures several years ago with Wallace Reid, but he decided to become a lawyer.

When Loretta was four, her family moved to Hollywood. There her uncle was business manager for George Melford, the director. She attended Ramona Convent in Los Angeles. When a film opportunity came along, the girl gave up school; but for a year and half she has been tutored by Mrs. Carman Holiday, who devotes her entire time to Loretta's formal education.

Her screen career began almost by an accident. Mervyn LeRoy, First National director, telephoned Loretta's home in an effort to secure her sister, Polly Ann, for a picture, but Polly Ann was out of town. Her brother answered the phone and said, "Polly Ann is away, but Gretchen is here—she looks very much like her sister."

"Send her out," said LeRoy, and when Loretta (as they later decided to call her) arrived he was so impressed that he presented her to Colleen Moore and the result was a small role in "Naughty But Nice." Colleen Moore "sold" Loretta to the studio executives and the result was a long-term contract.

This was not really the beginning, for her first screen role was with Fanny Ward, at the age of four. Her excellent work as a child artist created a demand for her services. She studied dancing under Ernest Belcher; is very graceful and proficient in both classic and ballroom dancing.

One of Loretta's biggest thrills came when she was cast for the feminine lead in Lon Chaney's "Laugh, Clown, Laugh." She was one of forty-eight girls who took tests for that picture.

Another thrill was when she was selected to play the ingenue lead in her first talking picture, "The Squall."

And another thrill came when she was selected a Wampas Baby Star for 1929 with her sister Sally Blaine.

Loretta Young is a rabid motion picture fan and visits picture theatres whenever she gets a chance. She keeps a scrapbook and has every line that she has found that has ever been printed about her. Lillian Gish is her favorite actress. She was married to Grant Withers after a romantic elopement early in 1930.

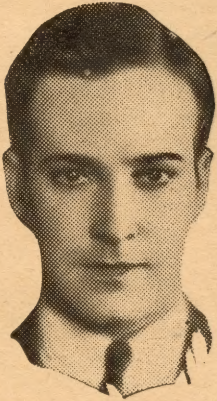
She loves dancing and music and pretty clothes. She rides well but dislikes swimming.

Motor-boating is another hobby. Her ambition is to own a speedboat and be able to drive it whenever and wherever she pleases.

Loretta is of fair complexion, with brown hair and blue eyes, and is slim and willowy. She is five feet three inches in height and weighs less than one hundred pounds. She prefers highly emotional roles to light and frothy characterizations.

Her latest First National and Vitaphone picture is "The Truth About Youth."

## Biography of DAVID MANNERS



David Manners in "The Truth About Youth"

Cut No. 20  
Cut 15c  
Mat 5c

David Manners was born in Halifax, Nova Scotia, April 30, 1902. He is the son of Lillian Manners and George Merley Acklom. His real name is Rauff Acklom. His father, now retired, was in the publishing business and the family moved to New York City when he was seven years old.

Young Manners always liked going to the theatre but it was not until his high school years that he thought of the stage as a profession for himself. As a child he constructed a miniature theatre where puppets re-enacted plays he had seen on his frequent visits to the real theatre.

His parents wanted him to become a civil engineer but he, having abandoned his childhood ambition to become a sea captain, was now determined on a career as an actor. He had many theatrical friends in New York and his parents sent him to matriculate at the University of Toronto because they thought he might forget his histrionic ambitions there.

But his four years in college strengthened the very purpose the Ackloms had sought to defeat, for David became one of the shining lights in the Little Theatre movement. After his graduation he returned to New York and almost literally fell into an unsolicited part in "Dancing Mothers" at the Maxine Elliott Theatre. He also appeared in New York with the Theatre Guild.

At the urgent request of his parents he finally decided to try business. He secured a position with Durlacher Brothers, a fine arts firm of New York and London which dealt in antiques and paintings. On one of his trips to London he contracted a severe case of pneumonia and was sent to Arizona to convalesce. He subsequently became a cowboy guide.

It was in Arizona that he met Suzanne Bushnell, who became his wife. They were going to Honolulu on their honeymoon when they stopped in Hollywood to visit. Manners was cast for the part of "Raleigh" in "Journey's End" after a friend had suggested that he take a test for the role. He had finished the picture and was ready to go on to Honolulu when he was engaged as Alice White's leading man in "Sweet Mama." His first film under his long-term contract with First National is "When We Were Twenty-One." He is still planning on finishing that honeymoon trip some day!

David Manners is six feet tall, weighs 169 pounds, has green eyes and brown hair. He keeps fit by horseback riding and swimming. His hobby is writing plays. He has the romantic juvenile lead opposite Loretta Young in the new First National picture, "The Truth About Youth."

### A SEASONED ACTOR

Conway Tearle, featured in "Truth About Youth," the First National production with Loretta Young and David Manners now showing at the Theatre, has been actively engaged in playing leading parts in films for eighteen years. This tops any male player now starring in either talking or silent pictures.

## Biography of CONWAY TEARLE



Conway Tearle in "The Truth About Youth"

Cut No. 21  
Cut 15c  
Mat 5c

Conway Tearle was born in New York City, but went to England, his parents' native land, for his education. He attended Carlisle and Winchester schools. His childhood ambition was to be a pugilist, which profession he followed for two years before taking up acting.

Tearle's family has been on the stage since 1712. One of his ancestors played in support of Mrs. Sarah Siddons. Another, William Augustus Conway, was a famous Shakespearian actor. His father, Osmond Tearle, was a noted classical actor of the English stage, and his brother, Godfrey Tearle, is one of the most popular figures before the footlights of England today. Conway Tearle's own first appearance on the stage was at the age of five at the Academy of Music in New York City.

His pugilistic career was terminated when he accepted an engagement at the Drury Lane Theatre, in London. Later, he was leading man at the Garrick and Imperial Theatres. His London experience was in support of such famous stars as Sir Charles Wyndham, Mary Moore, Ellen Terry and Lena Ashwell. In 1907 he made his American appearance with Grace George. Later he appeared with Ethel Barrymore, Billie Burke, Julia Marlowe, Viola Allen, Emily Stevens, Helen Mencken—in fact, he has played in support of every outstanding woman who has graced the American stage in the last twenty years.

## PEN-PRESSIONS OF LORETTA YOUNG



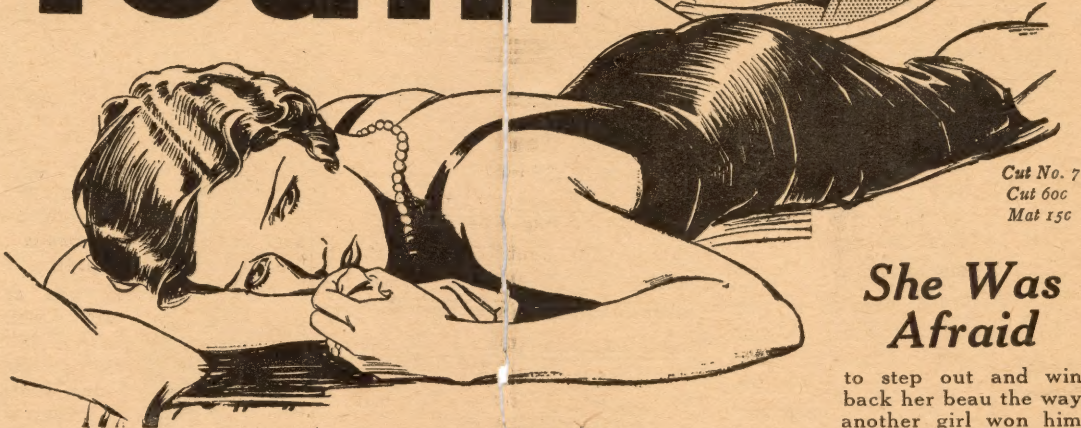
Cut No. 29 Cut 30c Mat 10c

Here is the lovely star of "The Truth About Youth," current attraction as seen by Hirschfeld, famous Russian caricaturist. Loretta has taken the fastest and longest strides to stardom of any player in Hollywood and her role in "The Truth About Youth" earned for her the honor of playing with Otis Skinner in "Kismet," one of the most coveted roles in the movie colony. In the cast of "The Truth About Youth" are David Manners, Conway Tearle, Myrna Loy and J. Farrell MacDonald.

Tomorrow You'll Learn The Real

# TRUTH ABOUT YOUTH

**STRAND**  
Albany Ave. and 14th St.



Cut No. 7  
Cut 60c  
Mat 15c

**She Was Afraid**

to step out and win back her beau the way another girl won him from her. She could not match the art of the girl who knew men. What was she to do? See for yourself in this sensation-stirring story!

LORETTA YOUNG — CONWAY TEARLE — DAVID MANNERS

Directed by William A. Seiter

A FIRST NATIONAL & VITAPHONE PICTURE



# EXPLOITATION

Mr. Showman:—

**I**N "The Truth About Youth" you have a story that is as sensational as its title—one that you can go out and ballyhoo to the limit. It should be played up for all that it's worth in circus fashion. On this page you will find practical and helpful suggestions to help you smash it across.

## Herald Stunt

Here is a sure means of getting your message on "Truth About Youth" across. Copy is furnished here for a plain sealed envelope in which to enclose the regular imprinted herald on this picture. No matter who is handed one of these curiosity arousing envelopes, that person is bound to investigate its mysterious significance.

Look inside for  
the real  
**TRUTH**  
About  
**YOUTH**

## Helbros Watch Tie-Up

We have called attention many times to the big national tieup with Helbros Watch Company. They have made up a beautiful LORETTA YOUNG MODEL wristwatch that is in great demand from coast to coast. There is a Helbros dealer in practically every town and you have an opportunity to put over a corking exploitation feature in connection with this tieup. Write to Mr. Samuel J. Baril, Helbros Watch Company, 48 West 48th Street, New York, and he will put you in touch with their dealer in your territory. Full campaign material will also be mailed you and a proposition outlined whereby you can cash in on a live-wire co-operative stunt.



The Real Low-down On "It"

The **TRUTH**  
ABOUT  
**YOUTH**



Cut No. 6  
Cut 20c  
Mat 5c

The real truth—the kind that careless parents would never suspect.

LORETTA YOUNG  
CONWAY TEARLE  
DAVID MANNERS  
A FIRST NATIONAL &  
VITAPHONE PICTURE

## Outdoor Billing

The title of this picture is worthy of enlarged outdoor billing. Special teaser snipes and regular First National accessories will do the trick. Enlarge your outdoor appropriation and step out.

## Cooperative Newspaper Ads

Arrange with the advertising solicitor of your most progressive newspaper to round up local merchants in a cooperative newspaper advertising campaign under the following heading:

**A PAGE OF BARGAINS  
FOR THE YOUTH OF  
DETROIT.**

Every shop that caters to the youth of your city is a cooperative prospect. You can use photographs of the stars in the ads of your local merchants provided you keep away from direct endorsements.

Mr. Showman!—

*I would like you to see the trailer on "The Truth About Youth," because I know it will sell you on the picture's merits just as it sold me and will sell the public!*

*If I were a theatre owner, I would double the running time of the trailer on this picture. There's plenty of real money in "The Truth About Youth" and the trailer will help you get every penny out of it!*

Yours for  
showmanship  
*First Nationalite*

## Tie-Ups

Every merchant in town that caters to the youth of the city is a prospect for a window tieup. Beauty parlors, dress shops, men's shops, shoe stores, department stores should be thoroughly canvassed.



## EARLE

14th St. and Euclid Ave.  
How Can A Girl  
Know When She  
Gets The **WRONG**  
Answer To A  
Maiden's Prayer?

The Picture The Whole  
Country Is Discussing

# TRUTH ABOUT YOUTH

Cut No. 18 Cut 60c Mat 15c

## Teaser Billing

Copy is furnished for a teaser billing that to be genuinely effective should be inaugurated a week in advance of the showing of the picture. In advance of the picture post a one-sheet or a half-sheet snipe with the following copy:

What Is The  
**REAL**  
**TRUTH**  
ABOUT  
**YOUTH**  
??????

On the day of your opening post the following snipe:

The Answer is  
at the  
**STRAND**  
All This Week



Bombshell Drama!  
Dares To Tell  
All — The Real

**TRUTH**  
ABOUT  
**YOUTH**



LORETTA YOUNG  
CONWAY TEARLE  
DAVID MANNERS  
A First National &  
Vitaphone Picture

Cut No. 1 Cut 20c Mat 5c

## CATCHLINES

**W**HEN Love calls, Youth  
Listens!

**F**ORBIDDEN fruit is  
sweetest in the spring-  
time of life!

**I**F youth but knew—if age  
but could!"

**T**HE REAL truth about  
youth!

**L**OVE that is blind may  
yet see the way to Hap-  
piness!

**Y**OUTH and Age — can  
the twain meet in Love?

**T**HE happiest days of life  
— "when we were  
twenty-one!"

**W**ERE youthful lips made  
for the kisses of mid-  
dle age?

**A**S fresh as the dew of  
morning!

**A**BREATH of spring-  
time from the days  
"when we were twenty-  
one!"

**A** PICTURE that will call  
back your golden days!

## Marquee Stacattos

What is The **REAL TRUTH**  
About Youth?  
\* \* \*

Is Our Younger Generation Too  
Wild?  
\* \* \*

Tells All About The Younger Gen-  
eration!  
\* \* \*

Whoopie! Laughter! — And  
Plenty Tears!  
\* \* \*

A Bombshell! Dares To Tell All!  
\* \* \*

Real Lowdown On Flaming  
Youth!

## Lobby Display

Work in plenty of sensational copy in your lobby decorations. Use the marquee stacattos listed on this page. The copy angle of your lobby decoration is equally important as the illustrative scheme on this picture.

## REXY



Flirting today and regretting tomorrow! Youth having its fling — and what a fling! The real

# TRUTH ABOUT YOUTH

with  
**LORETTA YOUNG**  
**DAVID MANNERS**  
**CONWAY TEARLE**

Cut No. 17 Cut 20c Mat 5c

A FIRST NATIONAL &  
VITAPHONE PICTURE



# Ads, Stunts, Ballys, Tie-ups That Need Only Your Support To Prove Successful

## Newspaper Contest

A wise newspaper promotion man will realize the circulation building results of a contest entitled "What is the truth about youth?"

"Younger generation copy" has been filling newspaper columns ever since "Flaming Youth" startled the public. Here is a great chance to settle the question once and for all through a contest of this nature. If you go into this contest, build it up as big as you can—plant it well in advance of your playdate—and offer prizes that are really important. The merchants that tieup with you in the cooperative newspaper ad suggested above will undoubtedly be glad to offer additional prizes to the winners of the contest. Select the judges from the most prominent men in town.

## Bank Tie-up

If you play "The Truth About Youth" during the Christmas season get together with your local bank and arrange to cooperate with the management on their Christmas Club. The Christmas Club of all banks is usually aimed at the youth of the city and you can be of mutual assistance to each other along these lines.

## Street Ballyhoo

As a street ballyhoo, send out an inquiring reporter equipped with a camera. It is his duty to stop ten or fifteen people each day and ask them "What is the truth about youth?" Their answers should be reproduced together with their photographs in the lobby of your theatre and also presented to the editor of your local newspapers. This stunt not only attracts wide attention on the street but is one of the best lobby attractions that you can create. Use your screen to tell your patrons to watch for the inquiring reporter!

## POST CARD CAMPAIGN

Copy is furnished for post cards that should be sent to every person on your mailing list. People receiving these cards feel that you are paying them a subtle compliment, since it is a personal solicitation and the favorable impression created is far greater than any other means of advertising.

Dear Patron:—

The argument for and against our younger generation can all be decided next week at the Strand Theatre. For we will show one of the most startling answers to all questions about Modern youth with "The Truth About Youth," A First National Vitaphone Picture with Loretta Young, Conway Tearle and David Manners, youthful hero of "Journey's End." We trust you will be on hand to be genuinely entertained—and maybe startled.

Yours very sincerely

## Jantzen Tie-Up

The tieup arranged between the Jantzen Knitting Mills and First National Pictures is one of the greatest exploitation aids ever offered to exhibitors. Its scope is far more comprehensive and far-reaching than any similar cooperative plan ever attempted.

The Jantzen Knitting Mills have over ten thousand retailers in the United States. These dealers are all acquainted with this wonderful tieup feature and stand by ready to fall in line with the co-operative campaigns which have been carefully prepared and consummated. Every one of these dealers have received from Jantzen a complete tieup campaign book which outlines the many cooperative possibilities, illustrations of all tieup accessories, copy for newspaper ads and order blank for the many additional exploitation aids available.

Every Jantzen dealer has been supplied with special tie-up accessories, some of which are illustrated in this section.

Plus this effective window display material the Jantzen people have prepared cuts and mats, one and two columns, which you can get free of charge through their local dealers or by writing direct to SALES PROMOTION MANAGER, JANTZEN KNITTING MILLS, PORTLAND, OREGON.

A National newspaper campaign will blanket the country with Loretta Young bathing suit advertising, besides the big National schedule of high-powered ads tying in Loretta Young which will break in the Saturday Evening Post, Cosmopolitan, Vogue and Liberty.

The Jantzen people also offer free to exhibitors the attractive 24-sheet Jantzen bathing girl stand and which allows space for imprint of LORETTA YOUNG WEARS ONE. SEE HER AT THE (theatre and date).

**Loretta Young  
is the  
Jantzen Girl  
for 1931**

## The WHOLE Truth

on our younger generation . . . at work . . . at play . . . in love! Gambling with the future. Forgetting the past! Burning up the present on a wave of wild abandon. Strong! Vibrant! Dramatic! It dares to be frank!



It's the "Flaming Youth" of the talkies.

**LORETTA YOUNG**

the sensational young star brings you this startling drama as her greatest screen triumph. She's at her thrilling best as the girl who loses her beau to a girl who knew all about men.

# The TRUTH about YOUTH

Cut No. 8  
Cut 60c  
Mat 15c

Supported by  
**CONWAY TEARLE**

and  
**DAVID MANNERS**  
Wonder-Boy of Journey's End

**A FIRST NATIONAL & VITAPHONE PICTURE**

### When We Were 21

"The Truth About Youth," next attraction at the . . . Theatre is based on the story by Henry Esmond entitled "When We Were Twenty One." In the cast are Loretta Young, Conway Tearle, David Manners, Myrna Loy and J. Farrell MacDonald. It is a First National and Vitaphone picture that tells an unusual story about the youth of today. William A. Seiter directed.

### Vamp, Vamp, Vamp!

Almost invariably, movie producers in need of a beautiful, seductive looking girl for a vamp role, call on Myrna Loy. She is probably the most famous vamp of Hollywood, yet in reality she is anything but that. She has another vampire role in "The Truth About Youth" in which Loretta Young is starred. It is current at the . . . Theatre.

### A Real Old-Timer

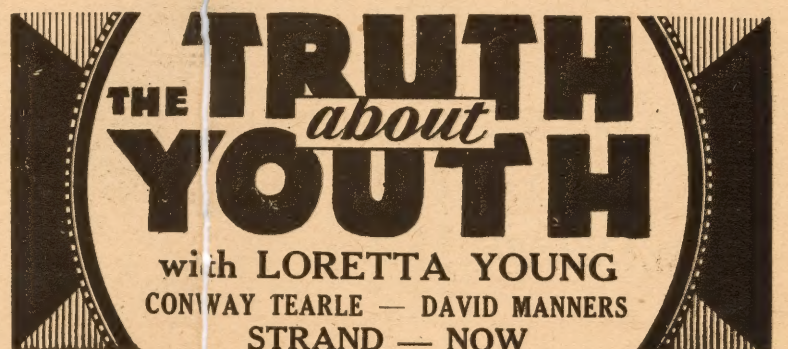
If you want to know intimate facts about stage or screen personalities, ask J. Farrell MacDonald. For "Mac" not only was there when stage history was being made, but has an uncanny memory to remember them with. He is appearing at the . . . Theatre this week in "The Truth About Youth" in which Loretta Young is starred.

### With Youth, About Youth

Next week's attraction at the . . . Theatre is titled "The Truth About Youth." It is a story of our younger generation and First National Pictures, the producers, say it is different from any similar story that has ever been screened.

With such youthful stars as Loretta Young, who is still in her teens and David Manners, who is in his early twenties, in the cast it seems "The Truth About Youth" has been ably and tactfully cast. The elder element of the picture is capably taken care of by Conway Tearle, J. Farrell MacDonald and Myrtle Stedman. In other roles are Yola D'Avril, Myrna Loy and Ray Hallor.

### The "Flaming Youth" of the Talkies



with **LORETTA YOUNG**  
**CONWAY TEARLE — DAVID MANNERS**  
**STRAND — NOW**

Cut No. 24 Cut 40c Mat 10c



*The*  
**TRUTH**  
*about*  
**YOUTH**

With **LORETTA YOUNG**  
**David Manners — Conway Tearle**

Cut No. 15 Cut 40c Mat 10c



# What A Title For A Sensational Campaign! You'll Find It Complete In This Press Sheet

## The Movie Tragedy Of A Missing Volume

It Was Moved From Set, and  
"Youth" Film Was Held  
Up 'Till 'Twas Found

(Current Reader)

One of the most important things that movie directors have to watch out for on their sets is keeping the appearance of the set the same over a period of weeks.

For example, in "The Truth About Youth," the First National production with Loretta Young and David Manners now current at the ..... there is a library scene in which more than half the action centers. The actual shooting in that room took about two weeks.

Therefore, while the audience sees a half-hour library scene that seems to have been acted right through, the fact is that fourteen days and fourteen nights passed before the final minute in that half-hour was accounted for in the camera.

Now, because the audience does see the scene as continuous, it is necessary to have one minute in the library look exactly like the preceding one. When a cutter puts a picture together, no matter how expert he is, he must have sequences of the same set that are absolutely uniform.

On the third day of shooting in the library it was discovered that a huge green morocco leather-covered volume had been taken from a shelf that was conspicuous in the camera-eye. It was necessary to locate the identical book, or one very similar, or if worse came to the very worst, hold up shooting until one was hurriedly made to order. This last alternative involved holding up the entire production, and rather than have that happen, the entire organization began a systematic

## HAD YOUR LUNCH?

Trust the movies for realism. In "Truth About Youth," First National's new screen version of the famous stage play "When We Were Twenty-One," now at the ..... Theatre, there is a night club sequence showing Conway Tearle eating fried chicken.

On the screen that particular "fried chicken sequence" takes only four minutes, but as five minutes of finished Vitaphone is considered a good day's work it was necessary for Tearle to be seated at the table the entire day.

Part of the action depends on his beginning to carve the chicken. As a new chicken must be used every time he musses up the one before him there were quite some pains to be taken to be sure that the thing was done right. Four times Director Seiter wasn't satisfied with some detail in Tearle's eating-acting, and four different chickens were placed before him. In the scene Tearle eats about a quarter of the bird. After the fourth quarter had been reluctantly consumed Director Seiter was so kind as to wave the cameraman off the set.

"Time for lunch," he said, looking at Tearle, who merely looked sick.

search for the missing green volume. It was an unusually large book, and one of a set of four volumes, "Gibbons' Decline and Fall of the Roman Empire," and a duplicate was not available in the prop room.

After two hours of frantic rushing around, the precious book was discovered in the First National barber shop! It seems that, one of the extras, for want of something to occupy his lofty mind while he waited his turn at the shears, had picked out the book, probably because he liked green, and had negligently left it behind when he left the shop.



Cut No. 16  
Cut 40c  
Mat 10c

Last  
Times  
Today  
"BAD  
MAN"

**MASTBAUM**  
20th and MARKET

Come On In  
and learn the real  
**TRUTH  
ABOUT  
YOUTH**

See the battle for love—  
one girl with wistful  
beauty—against another  
who knows her "it" and  
uses it. It's entertain-  
ment with a mighty  
knockout punch!

**LORETTA YOUNG**  
one of your biggest favorites

**DAVID MANNERS**  
wonder-boy of "Journey's End"

**CONWAY TEARLE**  
in his strongest characterization

**MYRNA LOY**  
most charming vamp on the screen

A FIRST NATIONAL & VITAPHONE PICTURE

## SCREEN SECRETS OF BEAUTY HIDE IN MAKE-UP BOX

(Current Reader)

No one says stars aren't beautiful, no one dreams stars aren't pretty, but—that little black box does help. The most beautiful of women, under the intense glare of klieg lights, would appear to be a pale and spectral specimen, were it not for make-up. While make-up cannot make a beautiful face out of an ugly one, it is necessary to bring out the beauty of the features by accentuating them. The effects of the lights have to be counteracted in the interest of realism.

The make-up box contains quite some odds-and-ends, enough, a mere male would imagine, to tattoo a whole Indian tribe, but as a matter of fact Loretta Young, star of "The Truth About Youth," First National's new picture now at the ..... Theatre, had to use the following articles in her make-up box to portray a character. These articles are merely the ordinary items required to show a lovely face on the screen as it looks on the street.

Miss Young's make-up box, for an ordinary characterization, contains: Two lipsticks—One of these is a light base, the other a darker shade. Two eye-shades—Little pots of brownish grease for the skin between the eyelash and eyebrow.

Two powder brushes—Very soft brushes used to smear powder liberally over the greasy bases, when patting would smear it.

A magnifying mirror—This is a convex mirror that is only two inches across but magnifies the face many times. This is invaluable in the application of eyelash darkening and other decorations involving care and accuracy.

An eyebrow pencil—This is a chalky substance which accentuates and lengthens the eyebrow.

An eyebrow brush—This applies an even darker liquid for sequences that are not close-up but yet demand that the star's face be shown with vivid distinctiveness.

One can of powder.

One powder puff—A large one.

A jewelled box in which she keeps her marriage ring and a good luck penny complete the contents of Loretta Young's make-up box.

Begins  
Today

How Can A  
Girl Tell  
When She  
Gets The  
WRONG  
Answer To  
A Maiden's  
Prayer?



If a girl "steps out,"  
she's immoral—if she  
doesn't, she's a wall-  
flower. What's the an-  
swer? Here's a drama  
that

Tells  
ALL!  
The Whole

**TRUTH  
about  
YOUTH**

with LORETTA

**YOUNG  
CONWAY TEARLE  
DAVID MANNERS**

A FIRST NATIONAL & VITAPHONE PICTURE

**JEFFERSON**

Begins  
Today

14th and  
Vine

The **Truth  
about Youth**



Cut No. 2  
Cut 40c  
Mat 10c

How far should a  
girl go to win a  
man? And how  
far should she go  
to hold him?

with LORETTA  
**YOUNG  
CONWAY  
TEARLE  
and DAVID  
MANNERS**

A FIRST NATIONAL & VITAPHONE PICTURE



# The Campaign In This Sheet Is Sure-Fire. Be A Showman And Make Showman Profits!

ONE CIGARETTE ASH ISN'T MUCH,  
BUT IT WRECKED A SCENE,  
AND IT COST — OUCH!

(Feature)

On the expense budget of every picture there is an item, tacked on the very end of the long list of expenditures, that reads, "Miscellaneous . . . 5%." Five per cent is a whole lot of money, especially when a production's cost runs to half a dozen figures, and yet it is seldom that a director is so fortunate as to keep his incidental expenses within that allowance.

Where, as producers so often and loudly demand, does that money go to? And how can it be saved?

Answering the last question first, it can't be saved. The money that rolls its merry way through the "Miscellaneous" item of the budget is money spent on "the human education," an element that mere humans have never quite been able to eliminate.

With all the experts and technicians that surround the director, with all the care and forethought that is used in preparing each stage of the production, there still is never a production that is completed without having exhausted at least half of the five per cent "Miscellaneous" costs.

An example of the complications that cannot be foreseen by the most astute of directors is an incident that happened on the set of "The Truth About Youth," the First National picture which is coming next week to the . . . Theatre.

It seems a night club sequence was being shot. This particular bit involved Conway Tearle and Loretta Young seated at a small table on one side of the room while the camera shot past them, clear across a hundred diners, to where Myrna Loy was singing on a raised dais. Tearle and Miss Young were to be heard in a conversation that was to

last almost three minutes, and all the time the camera was to catch that alley of diners eating and Miss Loy singing.

This is a fairly difficult shot for several reasons. There are so many persons in the camera-eye that the chances for a misstep are very great. Very important is the fact that a shot such as this is so detailed that the director cannot see any errors until the negative is developed. And, most important, this is not one of the shots that can be taken and re-taken with no other pains or expense except the time involved, which is what is usually done, even with crowd shots.

In the three minutes that the camera is on the hundred diners many things happen. The consumption of food is something, but not very much; the important thing is that the sequence was planned so that three minutes finds a definite change on the various tables.

The art director lays out just so many tables with celery in an upright vase, just so many tables with flowers on one side, just so many tables with lamps whose shades are flat to the camera, and during the

ONE GIRL'S WIVES AGAINST ANOTHER'S LOVE

SENSATIONAL

THE TRUTH ABOUT YOUTH

with Lovely Loretta YOUNG

CONWAY TEARLE DAVID MANNERS

CENTRAL THEATRE

A First National & Vitaphone Picture

BEGIN TOMORROW

Cut No. 27  
Cut 60c  
Mat 15c

## "You Think You Can Get Away With Anything Because You're A Man"

—Hasn't a Girl ANY Chance?



Cut No. 4  
Cut 40c  
Mat 10c

"Flaming Youth" of the talkies

THE TRUTH ABOUT YOUTH

Last Times "The Widow From Chicago"

with LORETTA YOUNG  
CONWAY TEARLE  
DAVID MANNERS

A FIRST NATIONAL & VITAPHONE PICTURE

three minutes just so many diners break so many sticks of celery, are served with the next course, move the lamps, or do any of the thousand things that only directors can think of to denote realism.

To repeat a shot like this is costly. Food, as has been said, would amount to little in comparison; but setting at least seventy-five of the hundred diners in the exact positions they occupied before, the time—expensive, costly time,—required to reset the scene while a hundred \$10 a day extras dawdle about, all make for a situation that is not the cheapest way out.

A much better idea is to rehearse the scene over and over again until it is perfect, without eating or up setting any of the props, and when everything runs to the director's taste, commence shooting.

This is the formula and this is what William A. Seiter, who directed "The Truth About Youth," did. Finally, after two hours of straightening and smoothing of edges, the company was able to run through the three minutes without a noticeable hitch.

Came the shot. Three bells for silence, a ghastly hush over the set, the piano began its accompaniment and Myrna Loy began to sing. Loretta Young and Conway Tearle spoke their lines:

MISS YOUNG—Call me Phyllis. . . It's perfectly thrilling meeting you. Whatever can a wonderful person like you see in an old dry-as-dust like that?

CONWAY TEARLE—Dry as gold dust.

By this time Myrna Loy has reached the second verse, the cue for Tearle to reach into his lower vest pocket and draw out his silver cigarette case. He opens it at the third line of the second verse, takes a cigarette, taps it on the table and puts it in his mouth. A waiter lights it, and he puffs deeply.

Cigarettes burn fast and presently Tearle has a nice ash on his cigarette. He flicks it carelessly, as per

script. It remains on the cigarette! He mustn't flick it again for fear of attracting attention to it, so he continues smoking.

CONWAY TEARLE—You're flatter me.

MISS YOUNG—No, I'm really sincere.

Tearle flicks the ash, never having ash trays, remained time it is almost half an inch long. No one in the audience or Miss Young or Tearle would gaze at the half inch cigarette from Tearle's lips.

Desperately, Tearle puffs to loosen the quarter of an inch ash. It is hard. Nothing remains.

Director Seiter is in tears. "Cut, cut," good money after a rush over to Tearle, pinning his cigarette, lodging the ash. If through the center some joker has inserted a toothpick. Either at the face or the hand, hardly possible since handled by machine. The package was opened, Tearle himself doesn't remember when he refilled his cigarette case. I the case full, even when two or three spaces are open. He fills the case anywhere, at home, on the set, or in the dressing room. Who placed that toothpick in that cigarette. No one knows even now.

Practical joke, or must be shot again. At least two hours to reset the stage, a hundred extras at ten dollars a day standing around smoking cigarettes that drop off, the mounting up, teeth, and all the arguing with his private office, percent is too or miscellaneous be careful!"

on the cigarette! He mustn't flick it again for fear of attracting attention to it, so he continues smoking.

—I think you're flatter me.

I'm really sincere.

cigarette again. I've heard of ashes as firm. By this time it is almost half an inch long. No one in the audience or Myrna Loy, captured at the ash dangling from Tearle's lips.

le takes a deep puff; it grows a quarter of an inch longer. He flicks it, stirring, the ash remains.

s practically in no use sending them bad. They all who is still tapping still not dislodging the ash. If through the center some joker has inserted a toothpick. Either at the face or the hand, hardly possible since handled by machine. The package was opened, Tearle himself doesn't remember when he refilled his cigarette case. I the case full, even when two or three spaces are open. He fills the case anywhere, at home, on the set, or in the dressing room. Who placed that toothpick in that cigarette. No one knows even now.

not, the scene. At least two hours to reset the stage, a hundred extras at ten dollars a day standing around smoking cigarettes that drop off, the mounting up, teeth, and all the arguing with his private office, percent is too or miscellaneous be careful!"

IN TROUBLE?

Loretta Young is here shown in a pose from "The Truth About Youth" the First National and Vitaphone hit due at the . . . Theatre . . . . . Featured with her in this drama of youth's ideals are David Manners (you remember him in "Journey's End"), Conway Tearle, Myrna Loy and a host of others. It's a First National and Vitaphone Picture.

Cut No. 10 Cut 15c Mat 5c



# Take Advantage Of First National's Bargain Accessory Buy — And Bang This Picture Over



## INSERT CARD



TWENTY FOUR SHEET



THREE SHEET A

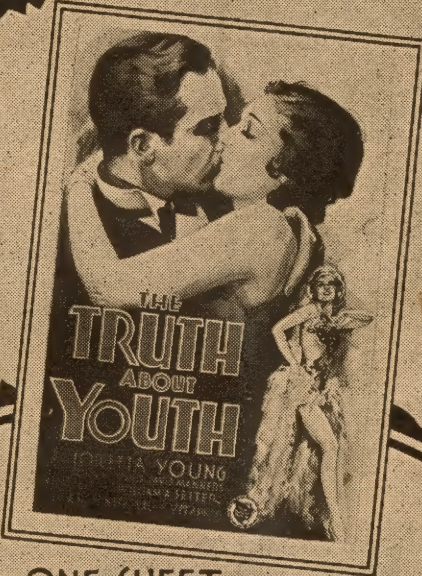
SIX SHEET



ONE SHEET A



THREE SHEET B

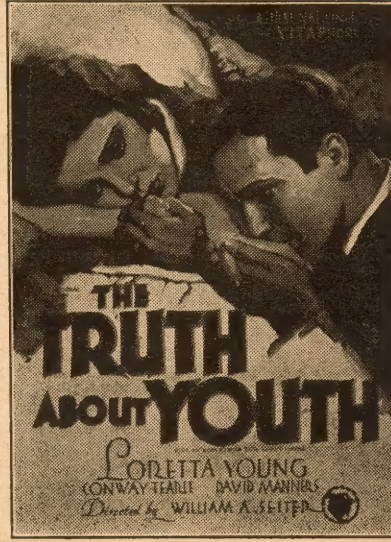


ONE SHEET B

## Sliding Scale Prices of Advertising Accessories

1-SHEETS	
1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
1 to 25	40c each
Over 25	36c each
6-SHEETS	
1 to 10	75c each
11 to 20	70c each
Over 20	65c each
24-SHEETS	
up to 25	\$2.00 each
Over 25	1.75 each
WINDOW CARDS	
1 to 50	7c each
51 to 100	6c each
Over 100	5 1/2c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each
HERALDS	
1M to 5M	\$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 photos	75c a set (8 in set-colored)
22 x 28 photos	80c a set (2 in set-colored)
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

## WINDOW CARD



## SLIDE "A"



## SLIDE "B"



## Color Description of the Twenty-four Sheet

Title lettering is orange on a blue background. Remainder of billing is light blue. Figures of players are in becoming colors. This poster is an exceptionally interesting one and warrants a big display.

if

you realize the value of screen advertising you'll know how much money the trailer on this picture will bring you. It's marvelous! Get It On Your Screen NOW!



# *The* **Truth** *about* **Youth**







**THE TRUTH ABOUT YOUTH**

4



*The* **TRUTH**  
*about* **YOUTH**

2



*The* **TRUTH**  
*about* **YOUTH**

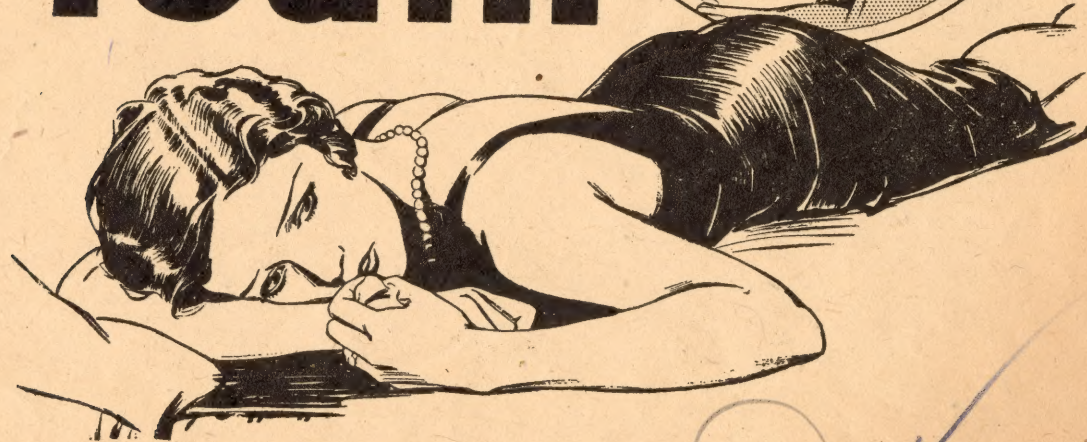
3



*The* **TRUTH**  
**ABOUT**  
**YOUTH**



**THE**  
**TRUTH**  
**ABOUT**  
**YOUTH**



*The* **TRUTH**  
*about* **YOUTH**

8





THE  
**TRUTH  
ABOUT  
YOUTH**

How Can A Girl  
Tell When She  
Gets The Wrong  
Answer To A  
Maiden's Prayer?





# THE TRUTH ABOUT YOUTH

If a girl "steps out" she's immoral. If she doesn't, she's a wallflower. What's the answer?

Here's a drama that tells ALL —the real truth about youth.

One girl's sincerity against the whims of a girl of the world, with a man's love to the winner.

with Lovely Loretta

## YOUNG

CONWAY TEARLE

DAVID MANNERS

MYRNA LOY

A William A. Seiter Production



A FIRST NATIONAL and

VITAPHONE Picture  
THE SOUND SYSTEM

"Vitaphone" is the registered trade mark of the Vitaphone Corp., designating its products.



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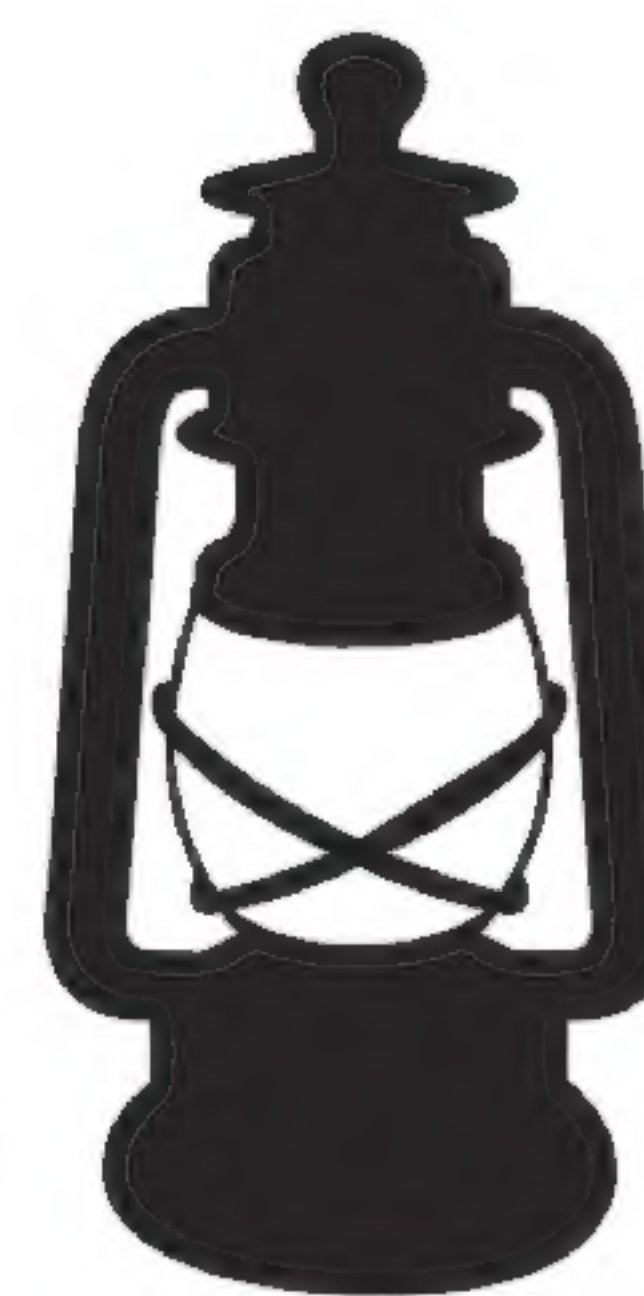
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